

INCREASING FAN ENGAGEMENT AND (RE)DISCOVERY

Bigger fans

 **64%**

of streamers credit streaming services for making them bigger fans of their favorite artists and genres

More time listening

 **1.5x**

Streamers on average spend 1.5x more time listening to music than non-streamers

Increased spending on the music economy

 **\$387**

Average spend by streamers each year compared to \$242 spent by non-streamers

Streaming is the #1 source for music discovery

Most streamers of the following genres report that they were first introduced to these music styles through streaming services:

74% Americana

73% Afro-Pop/Afro-Beats

68% K-Pop

55% Latin Music



66%

of streamers say they are more likely to explore or engage with new genres of music when streaming

(as opposed to their time listening through other formats and channels)



78%

of streamers say reconnecting with old favorites is a big reason they stream

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